

Message Text

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PAGE 01 LAGOS 08830 181301Z
ACTION AF-10

INFO OCT-01 ISO-00 EB-08 /019 W
-----070801 181302Z /45

P R 181203Z JUL 78
FM AMEMBASSY LAGOS
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 9554
AMCONSUL KADUNA

UNCLAS LAGOS 08830

FOR COM/BED/OIM/AF/MMILES

E.O. 11652: N/A
TAGS: BEXP, NI
SUBJECT: VIABILITY OF SEMINAR MISSIONS

REF: STATE A-2042

1. FROM OUR EXPERIENCE IN LAGOS, EMBASSY SEES A WELL-FOCUSED TECHNICAL SALES SEMINAR (TSS) AS A USEFUL MEANS FOR SPREADING GENERAL AWARENESS OF HIGH QUALITY U.S. TECHNOLOGY IN ANY FIELD. TO A LESSER DEGREE, THE SEMINAR REPRESENTS A DEVICE FOR PROMOTING SPECIFIC SALES.

2. EMBASSY HAD NO DIFFICULTY IN STIMULATING ATTENDANCE FOR THREE MISSIONS RECENTLY CONDUCTED IN LAGOS, MODERN TELECOMMUNICATIONS 1976, AGRIBUSINESS 1977 AND CONCRETE BUILDING SYSTEMS 1978. ACCORDING TO OUR RECORDS, DISCUSSIONS DURING SESSIONS AND ENSUING BUSINESS MEETINGS WERE ANIMATED. LEVEL OF INTEREST AT THE SEMINARS WAS GOOD. HOWEVER, WE HAVE NO INFORMATION NOR INDICATORS TO SHOW THAT THE U.S. PARTICIPANTS ACHIEVED ANY FOLLOW-UP BUSINESS. IT IS DIFFICULT TO GAUGE THE ACTUAL SALES IMPACT.

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3. COMMENT: THOUGH MONEY IS TO BE MADE IN NERIA, IT REQUIRES PATIENT TIME CONSUMING EFFORT, SOMETIMES STRETCHING OUT OVER A NUMBER OF YEARS. TO REALLY BE SUCCESSFUL IN SALES, U.S. PARTICIPANTS MUST CONSIDER SEMINAR AS INTRODUCTION TO NIGERIAN MARKET-PLACE. THEY MUST TAKE INITIATIVE TO RETURN TO NIGERIA, TO IRON OUT PROBLEMS AND TO MAKE CONTACTS IF THEY WISH

TO CAPITALIZE ON INITIAL OPPORTUNITY, THERE MUST BE
SUSTAINED ON-THE-GROUND EFFORT.
EASUM

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NNN

Message Attributes

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Disposition Event:
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